



Pan Pacific Television, Inc., owner and operator of Channel 66 in the San Francisco Bay Area, conducted a survey of its Chinese language program viewers in celebration of its sixth anniversary of broadcasting on November 25, 1992. The questionnaires of the survey were published in all four major daily Chinese language newspapers in the Bay Area from October 20, 1992 through November 21, 1992 for a combined total of more than 300 times. 9,906 responses were received during the period of which 8,591 are effective samples.

1. Occupation of respondents:

student	1,208	14.06%
government / education	311	3.62%
commercial	2,287	26.62%
service	1,269	14.77%
free lense	602	7.01%
mass communications	42	0.49%
housewife	1,331	15.45%
other	1,426	16.60%
did not answer	115	1.34%

2. Sex:

male	4,285	49.88%
female	4,059	47.25%
did not answer	247	2.87%

3. Age:

under 15	70	0.81%
15 - 25	699	8.14%
25 - 45	5,231	60.89%
45 - 60	1,507	17.54%
over 60	1,061	12.35%
did not answer	23	0.27%

4. Chinese Dialects Spoken:

can speak Mandarin	6,759	78.68%
Mandarin only	5,339	62.15%
can speak Cantonese	3,033	35.29%
Cantonese only	1,617	18.82%
Mandarin & Cantonese	1,415	16.47%

5. Annual Income:

under \$10,000	1,609	18.72%
\$10,000 - \$25,000	2,121	24.69%
\$25,000 - \$50,000	3,135	36.49%
\$50,000 - \$75,000	729	8.49%
over \$75,000	209	2.37%
did not answer	793	9.24%



6. Home:

Rented	3,664	42.65%
Owned	4,546	52.92%
did not answer	381	4.43%

7. How many hours do you spend watching Chinese TV programs every day ?

under 1 hour	1,210	14.08%
1 - 2 hours	3,126	36.39%
2 - 3 hours	2,763	32.16%
3 - 4 hours	923	10.74%
more than 4 hours	366	4.26%
did not answer	203	2.37%

8. Which Chinese TV station do you watch most ?

multiple choice			single choice		
Ch. 26	2,263	26.34%	Ch. 26	1,109	12.91%
Ch. 38	865	10.07%	Ch. 38	202	2.35%
Ch. 66	7,053	82.10%	Ch. 66	5,770	67.16%

9. How many hours do you spend watching Ch. 66 ?

less than 1 hour	1,517	17.66%
1 - 2 hours	3,479	40.50%
2 - 3 hours	2,181	25.39%
3 hours	852	9.92%
don't watch Ch. 66 at all	61	0.71%
can't receive signal	412	4.80%
didn't answer	89	1.03%

10. What categories of Ch. 66's programs do you like most ?

news	5,709	66.45%
drama series	5,323	61.96%
variety shows	1,977	23.01%
educational / informational	693	8.07%

11. Which dialect do you wish the programs to be in ?

Mandarin	6,415	74.67%
Cantonese	1,943	22.62%
did not answer	233	2.71%

12. What is your preference in dialect ?

Mandarin only (can't understand Cantonese)	2,735	31.84%
Mandarin first (don't object to Cantonese)	3,568	41.53%
Cantonese first (don't object to Mandarin)	2,075	24.15%

13. How important is Chinese TV program to you ?

very important	4,053	47.18%
somewhat important	3,828	44.56%
doesn't matter	582	6.77%
not important	97	1.13%
did not answer	31	0.36%

14. Are you a cable subscriber ?

yes	2,390	27.82%
no	6,201	72.18%

if you are, do you have A / B switch ?

yes	629	26.32%
no	886	37.07%
don't know	875	36.61%

15. Does your TV set have multi channel audio system (MTS) ?

yes	3,003	34.96%
no	4,808	55.97%
did not answer	780	9.07%

16. Is three hours of Chinese programming enough ?

enough	3,776	43.95%
not enough	4,451	51.81%
doesn't matter	68	0.79%
did not answer	296	3.45%

if not enough, how much ?

4 hours	900	20.22%
5 hours	1,271	28.55%
6 hours	841	18.89%
more than 6 hours	1,352	30.38%

APPENDIX 2

Dear Mr. David Li:

I watch your "news Commentary" every week. You have a very comprehensive grasp of all the problems and issues that we face today. I think you have a profound and positive impact on society.

I wish to see more of Chinese opera shows because it is the best way to preserve the Chinese culture....

李文中先生勗鑒：

我是太平洋電視的忠實觀眾您的每週評論沒有欣賞獲益良多。您對論題分析透徹，揭發其利，救之道，其影響社會改進及人民福利良深。特此首有一急待解決的問題，即「國劇」的復興與保存，滅亡的危機。其原因，依我看來，是因為國劇是有所斷都有其歷史故事，一般沒有歷史藝術修養的人，是不易看懂而感到興趣的。

國劇的特點與優點是合併歌唱、舞蹈、武術、化裝，配合演出一段歷史故事，其中有各種不同的人物、生、旦、淨。

角色把這段歷史故事表演出來，再加上各種音調牌子唱腔及京胡鑼鼓樂器配合奏演，就使這齣國劇成為洋洋大觀富麗奪目悅目的戲劇了！

觀眾們可從多方面觀賞，例如或觀賞歌唱西皮二黃等調子，配合高低抑揚的優美歌詞歌聲，或觀賞其優美的舞蹈步法動作，或觀賞其武術攻守表演等等。這些國劇的豐富內涵，是遠非談情說愛的現代歌曲及千篇一律的歌星舞蹈所能比較的。國劇是不朽的國粹，應當保存永遠常留！

灣區有不少愛好國劇的觀眾，歷次灣區票友公演都是滿座，可惜票友們的公演不常有，難得滿足國劇觀眾的慾望。

現在有心人士應負起國劇復興發揚光大的重任，我認為太視66號電台可以

負起一部分國劇復興宣揚的責任。在週末晚間播出一些國劇節目。在開播節目時。先把劇情簡單的介紹。使一般觀眾了解。提高興趣。使國劇再大衆化！
以上區區意見。不知是否

李先生認為可行。或有其他好辦法。願洗耳恭聽。

專此敬頌

勳安

歐陽文匯敬上

民國八十七年十二月十八日

通訊處

William O'Young
576 St Denado Ave.
Oakland, Ca. 94611

電話
(510) 653-1746

Dear Ch. 66 staff members:

First of all I like to thank Mr. Sammy Yang, Mr. Henry Wong, Mr. David Li, and Ms Lisa Li for serving the Chinese community of the Bay Area. You have my sincerest respect for doing so much.

You need to increase your broadcast by one hour to 11:00 pm every day. Please also increase the news reports. "Face to Face" is a very popular program. "Chinese Opera" and "Exotic China" are both too short and should be increased.

亲爱的66台全体姐妹们。

我对贵台举办之周年抽奖调查活动表示热烈的

祝贺！祝愿贵台在新的一年里更上一层楼！你们

Note:

The translation is only a gist of the letter.

Dear Mr. Li:

I watch your "News Commentary" every week. Although I agree with most of your opinion, I do not share your contention that it is wrong to politize "abortion" The argument over abortion is an exercise of free expression. It is not an argument over nothing.

①
李文中先生您好

我是您每週評論的一位觀眾。我平常大都會看到

您 並且 對於 您的 評論 我 感到 欽佩 但 能

每個人將這種毒瘡去掉，站出來多發言，多學學美國人“可愛”的一面。您說中華民國有五千年文化又怎麼樣，要發揚光大才叫“有價值”。

(二) 墮胎問題是社會問題，但社會問題也是政治問題的一部分，今天老百姓選出來的執政者是要解決問題的，而不是給人牽絆的。今天選一位政府官員出來當然要考量他的思想等各方面，為何是“小題大作”，“面得”。

(三)

我們來美的中國人不不論是移民或因求學而來的，既

已身在美國，亦應有所“作為”的樣：不能“逆”境而

提到美國的優良,我就隨便講一例子,我有一位老美同事,三十來歲,在公司內發現一個大蜘蛛,將它抓起後,拿到外面放生,他說 "It's a life, don't kill him". 請問這種慈悲的心腸是不是好心腸新聞,中國人能做到的嗎? 您為何不多評論此新聞題材? (有五千年文化有何用?)

一位能承擔救中國救世界
使命的龍眾

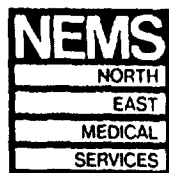
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PS 再舉一例,美國愛國教育是作的很靈活的,但您若看了 9/11 一些特別節目,就可感受到,他們是台上台下 ~~搏殺~~ 一起歡騰,並非只有台上演独角戲,他們是藉歡樂而傳達 "愛國" 的訊息。反觀我國十月慶要的晚會,嚴肅, "刻板", 只藉 "感口號" 的方式來表達愛國,感口號能感刻心裏去嗎? 中國人不應再有以五千年文化自居的优越越感了!!!

July 4

Dear Honna:

I watch Ch. 66 every day. At about 7:15 in the Chinese news, I found my sister in the picture. Could you record this part for me?



Dear Honna:

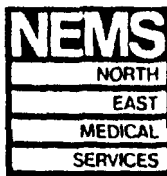
我是 貴台之熱心觀眾，我每天必看66台
新聞報告中，有中國上海消息，在十一月二日(星期六)
下午七時一刻報告「上海王佛壽方丈真禪法師
捐款兒童院之節目」

其中見到我的太太在時貴賓列席主要人物
祈請可否為我錄下這以上之小段。

附上錄音帶一卷

多謝！

Bosco Wu 啟
十一月四日



Sept 19, 91

Dear Sammy and Honna:

We are very pleased with the excellent production of the PSA on NEMS services. We are looking forward to it's release on channel 66, starting Sept 20, 91, and looking for its airing on at least twice weekly on a continual basis whenever schedule allows.

Since 95% of the mandarin speaking public watch your program, it would be a golden opportunity for them to know of our agency as a high quality medical facility for the Bay Area and San Francisco.

Thank you Sincerely for the special arrangements and energy put into this wonderful piece of work.

Sincerely yours,

Lydia Hsu
Lydia Hsu
Health Educator

\$ check enclosed

p.s. enclosed a ck of \$350.00

東 北 醫 療 中 心

1520 STOCKTON STREET ■ SAN FRANCISCO, CA 94133 ■ 415/391-9686


The
Salvation
Army

美國三藩市華埠基督教救世軍

November 20, 1990

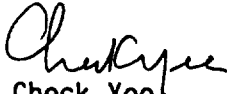
Mr. Samuel Young
Pan-Pacific Television
475 El Camino Real, Ste. 308
Millbrae, CA 94030

Dear Sam:

I wish to thank you personally for the strong support given by you and your company in connection with our television ministry fund-raising dinner. We are proud and grateful to have you as partners in this meaningful service to the community.

May God continue to bless your every doing in bringing about wholesome atmosphere and good entertainment to the Chinese community.

Sincerely,


Check Yee
Major

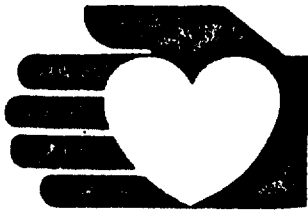
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San Francisco Chinatown Corps
1450 Powell Street
San Francisco, California 94133
(415) 781-7360

Eva Burrows, General
Willard Evans, Territorial Commander
Bruce Harvey, Divisional Commander
Major and Mrs. Check Yee, Commanding Officers

CHARITY CULTURAL SERVICES CENTER



博愛文化服務中心

827 STOCKTON STREET
SAN FRANCISCO, CALIF. 94108
(415) 989-8224

Jly 25, 1989

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President & General Manager
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475 El Camino Real, Suite 308
Millbrae, CA 94030

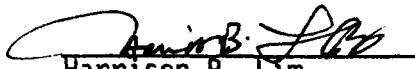
Dear Mr. Li:

By this letter I would like to express my gratitude to you for your kind support of the "Focus" program at Channel 66. We have received favorable response of this program throughout the Bay Area Chinese community. Most of them have seen the value of the program. We feel our goal to produce "Focus" is achieved.

However, due to the financial difficulty we are unable to continue "Focus" now. The last interview will be aired on August 12, 1989. We hope to be able to continue this program whenever sufficient funds are raised. We will anticipate your support at that time again.


Thank you for your efforts for "Focus" in the past six months. We will look forward to working with Pan Pacific TV, Inc. in the near future.

Sincerely yours,


Harrison B. Lim
Executive Director

cc: Mr. Sammy Yang
Program Manager, Pan Pacific Television Inc.

NON PROFIT ORGANIZATION
非牟利機構


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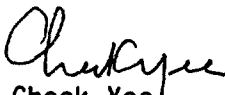
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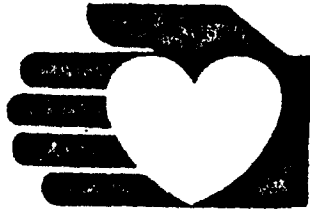
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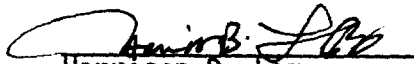
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